

ORDER



WAVY

Orders	Order / Rev:	204714
	Alt Order #:	06849150
	Product Desc:	10/9-10/15 D.S.C.C. IE
	Estimate:	
	Flight Dates:	10/09/12 - 10/15/12
	Original Date / Rev:	09/10/12 / 09/10/12
	Order Type:	REG

Primary AE:	Petry Philadelphia
Sales Office:	P-PHI
Sales Region:	Nat

Agency	Name:	Great American Media
	Buying Contact:	
	Billing Contact:	
		3050 K Street Northwest
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	POL/DSCC IE
	Demographic:	A35+
	Product Codes:	PL2
	Priority:	P2
	Revenue Codes:	AGY, POL, POL-ISS

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	IN3307/TO232

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	31	\$34,400.00	\$29,240.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	31	\$34,400.00	\$29,240.00	0.00
Totals	31	\$34,400.00	\$29,240.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WAVY	28%	\$34,400.00
Market	100%	\$122,857.14

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	3%	\$3,685.71
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	21%	\$25,800.00
WTVZ	5%	\$6,142.86
WVBT	5%	\$6,142.86
WVEC	38%	\$46,685.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WAVY	10/09/12	10/12/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	- TWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	10/08/12	10/14/12	- TWTF - -		1		\$2,000.00		0.00					
E 2	WAVY	10/09/12	10/12/12	Today Show M-F Today Show M-F	CM	7a-9a	- TWTF - -	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

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 Estimate: WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	10/15/12	10/15/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$400.00		0.00						
E 15	WAVY	10/09/12	10/12/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	-TWTF--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	1		\$300.00		0.00						
E 16	WAVY	10/15/12	10/15/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$300.00		0.00						
E 17	WAVY	10/09/12	10/12/12	WAVY News 10 @ 5p News 10 @ 5p	CM	5p-530p	-TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
5P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	1		\$1,500.00		0.00						
E 18	WAVY	10/15/12	10/15/12	WAVY News 10 @ 530p News 10 @ 530p	CM	530p-6p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
530P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,500.00		0.00						
E 19	WAVY	10/09/12	10/12/12	WAVY News 10 @ 6p News 10 @ 6p	CM	6p-630p	-TWTF--	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	1		\$2,000.00		0.00						
E 20	WAVY	10/13/12	10/13/12	WAVY News 10 Sat 6p WAVY News 10 Sat 6p	CM	6p-630p	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
6P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$500.00		0.00						
E 21	WAVY	10/09/12	10/12/12	M-F 7-730p M-F 7-730p	CM	7-730p	-TWTF--	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-TWTF--	1		\$1,500.00		0.00						
E 22	WAVY	10/15/12	10/15/12	M-F 730-8p M-F 730-8p	CM	730-8p	M-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ACCESS HOLLYWOOD															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$1,500.00		0.00						
E 23	WAVY	10/13/12	10/13/12	Sa 7-8p Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
ENTERATINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S-	1		\$300.00		0.00						
E 24	WAVY	10/14/12	10/14/12	FB Night in Amer Pre Ga FB Night in Amer Pre Game	CM	FB Night in Amer F	-----S	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
FOOTBALL NIGHT IN AMERICA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	-----S	1		\$1,800.00		0.00						
E 25	WAVY	10/15/12	10/15/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	M-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	M-----	1		\$2,000.00		0.00						
E 26	WAVY	10/13/12	10/13/12		CM	11p-1130p	-----S-	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				LN Sa											
				WAVY News 10 @11 Sat											
SATURDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$2,000.00		0.00			
E 27	WAVY	10/14/12	10/14/12	Sun News 11p (Football)	CM	1130-12a	-----S	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
				Sun News 11p -- Late											
SUNDAY LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$2,000.00		0.00			
E 28	WAVY	10/09/12	10/12/12	Tonight Show/Jay Leno	CM	1134p-1237a	-TWTF--	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					1	\$500.00		0.00			
E 29	WAVY	10/15/12	10/15/12	Tonight Show/Jay Leno	CM	1134p-1237a	M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				Tonight Show w/Leno											
THE TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$500.00		0.00			
E 30	WAVY	10/13/12	10/13/12	SNL	CM	1130p-103a	-----S-	:30	1	\$800.00	P2	0.00	NM	1	\$800.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$800.00		0.00			
E 31	WAVY	10/13/12	10/13/12	Notre Dame Football	CM	Notre Dame Footb	-----S-	:30	1	\$600.00	P2	0.00	NM	1	\$600.00
				Notre Dame Football											
NOTRE DAME FOOTBALL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$600.00		0.00			
													Totals	31	\$34,400.00